



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

(prices in dollars per carton)

Fri. May 08, 2015

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		41.5% of 29,100 stores				29.5% of 29,100 stores				46.2% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack				23 3.55		97 1.56				490 1.53		
	White 18 pack		451 1.41				260 1.98		110 2.73		430 2.21		
	Brown 12 pack		204 2.35										
	USDA GRADE A												
	White 12 pack		116 1.10		3 4.99		1,817 1.15		20 1.29		5,080 1.28		
SPECIALTY	White 18 pack		1,348 1.26				842 2.64				510 2.33		
	Brown 12 pack		611 2.01				72 1.50				170 1.69		
			137 2.99		10 1.99								
	USDA ORGANIC												
	White 12 pack				18 3.49		1,064 4.01		20 3.39		110 5.18		
	Brown 12 pack		827 3.72										
	OMEGA-3												
	White 12 pack		400 2.99		50 2.73		1,956 2.61		1,830 2.63		990 2.51		
	Brown 12 pack		5,034 2.40				180 3.99				20 2.64		
	CAGE-FREE												
White 12 pack				1,686 2.61		157 2.97		140 2.79		1,750 2.97			
Brown 12 pack		1,781 2.68				1,783 3.38				1,090 2.87			
	VEGETARIAN FED												
	White 12 pack		6 2.99		405 2.99				370 2.27		340 1.99		
	Brown 12 pack		2,132 2.44		1,508 2.58						260 3.24		

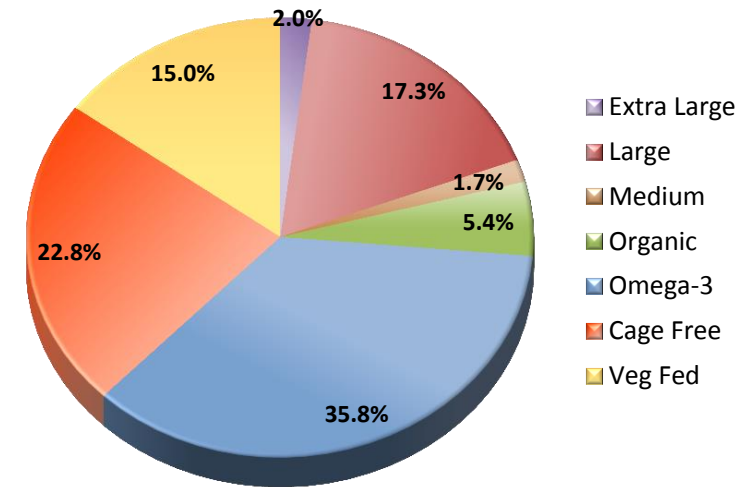
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,928	3,114	6,810	Large Eggs on May-04-2015
Specialty	12,002	7,121	6,920	
Total (includes MD)	15,181	10,396	13,810	555.2
Special Rate 4/:	1.6%	6.4%	3.1%	down 4.2%

5/ 1,000's of 30-doz cases

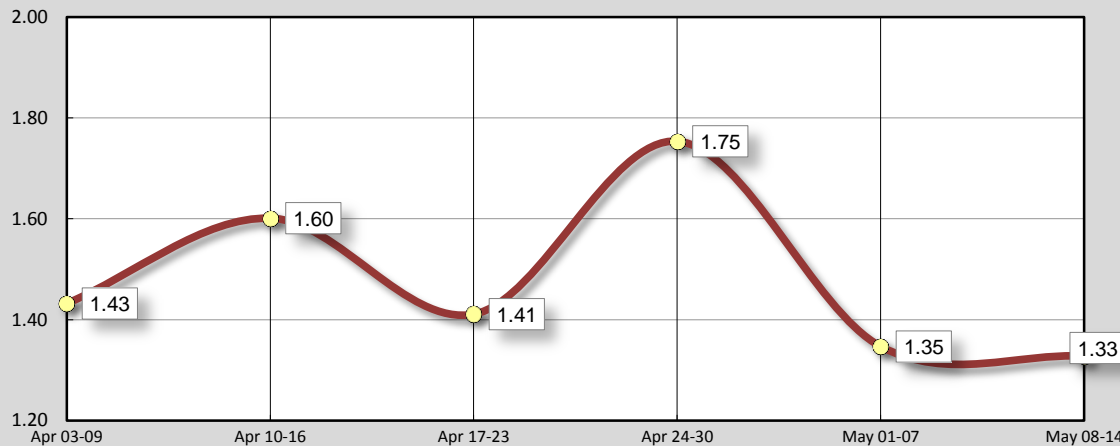
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is less active than last week. Prices appear to find a point of stability as the average price of Grade A or better Large white eggs is only a few cents less than last week's average price. The number of "no price" specials offered to shoppers is limited. Advertisements for Medium eggs remain scarce, however ads for Extra Large eggs are showing up a little more. Promotional activity for specialty shell eggs is sharply higher. Retailer are quick to include Omega-3, vegetarian fed and cage free varieties in circulars, but have backed slightly away from offering USDA Organic eggs. Promotional activity for liquid shell egg products sharply declines.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		51.8% of 5,500 sampled outlets Activity Index = 3,395 (includes Medium)						33.4% of 7,400 sampled outlets Activity Index = 3,894 (includes Medium)						36.3% of 6,100 sampled outlets Activity Index = 2,988 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																1.25	11	1.25
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.40	193	1.28				0.99 - 1.50	262	1.22	0.99	107	0.99	0.97 - 1.99	507	1.36
	White 18 pack				1.99 - 2.49	90	2.02				1.99	65	1.99				1.69 - 1.99	338	1.84
	Brown 12 pack	2.99	137	2.99													1.99	10	1.99
	MEDIUM	White 12 pack			0.99	137	0.99	White 12 pack			1.00	9	1.00	White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.69 - 4.49	386	3.92										3.99	195	3.99
	OMEGA-3																		
	White 12 pack	2.99	219	2.99	1.99 - 2.99	1,349	2.45	2.99	1	2.99	1.99 - 2.50	1,527	2.33	2.99	180	2.99	1.99 - 2.50	392	2.48
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.50	467	2.50				2.50	609	2.50
	Brown 12 pack										2.50	467	2.50				2.49 - 2.99	638	2.52
S P E C I A L T Y	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	2.99	135	2.99	1.89 - 2.99	749	2.63				2.29 - 2.59	1,096	2.29	2.50	1	2.50			
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		41.4% of 4,900 sampled outlets Activity Index = 2,287 (includes Medium)						43.7% of 3,800 sampled outlets Activity Index = 1,818 (includes Medium)						63.6% of 1,300 sampled outlets Activity Index = 728 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25 - 1.69	242	1.29				1.25 - 2.49	118	1.47				0.98 - 2.49	80	1.71
	White 18 pack	2.77	51	2.77	1.99	114	1.99				2.19 - 2.99	90	2.81						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.29	6	1.29	0.99 - 1.29	336	1.09				1.40 - 2.50	12	2.04				0.98 - 1.29	33	1.21
	White 18 pack				2.50	118	2.50												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.00 - 2.50	105	1.41	White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.50	114	2.50										3.79	121	3.79
	OMEGA-3																		
	White 12 pack				1.99 - 2.50	519	2.37				1.99 - 2.50	842	2.39				2.00 - 2.50	353	2.49
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	323	2.50				1.99 - 3.99	287	3.15						
	Brown 12 pack				2.50	323	2.50				2.99 - 3.99	287	3.57				2.50	66	2.50
S P E C I A L T Y	VEGETARIAN FED																		
	White 12 pack																2.99	6	2.99
	Brown 12 pack				2.50 - 2.59	141	2.55				2.50	77	2.50				2.50	69	2.50

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		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 37 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 34 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack			White 12 pack								
USDA GRADE A	White 12 pack				1.99 5 1.99			4.77 3 4.77					
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack								
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack Brown 12 pack												
	OMEGA-3										2.50 31 2.50		
	White 12 pack Brown 12 pack												
	CAGE-FREE												
	White 12 pack Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack Brown 12 pack												



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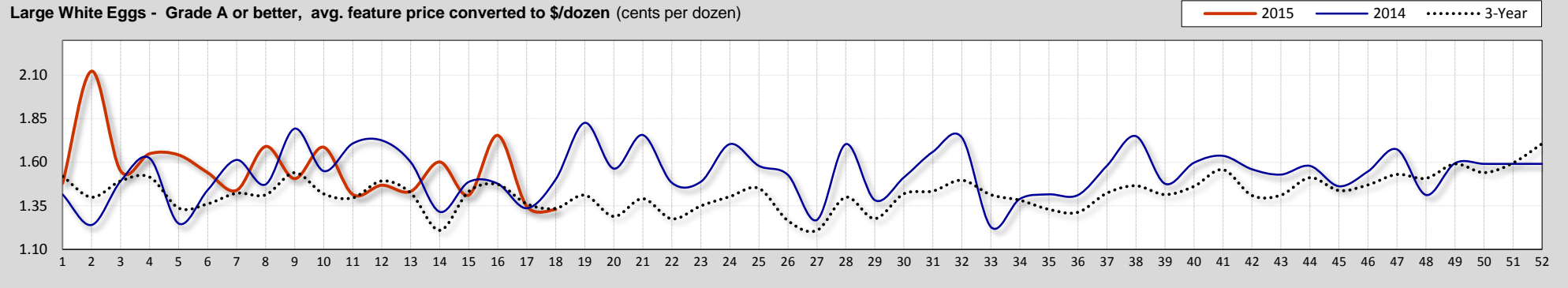
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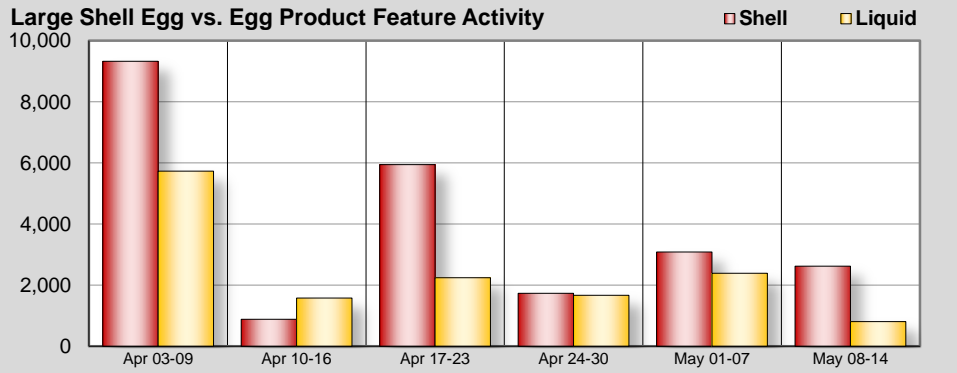
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.3%	8.1%	15.7%	7.8% of 5,500 sampled	3.9% of 7,400 sampled	0.5% of 6,100 sampled	1.2% of 4,900 sampled	2.1% of 3,800 sampled	5.2% of 1,300 sampled
2/ Activity Index	810	2,392	3,620	Activity Index = 515	Activity Index = 265	Activity Index = 30	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	712 2.80	2,040 2.30	3,330 2.62	2.49 - 2.99 417 2.98	2.49 - 2.99 265 2.56	2.00 - 2.49 30 2.34			
32 oz. crtn	90 5.23	352 4.52	120 4.40	4.59 - 5.29 90 5.23					
3 - 4 oz. cup	8 2.29		170 2.48	2.29 8 2.29					
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				39.8% of 100 sampled	30.1% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

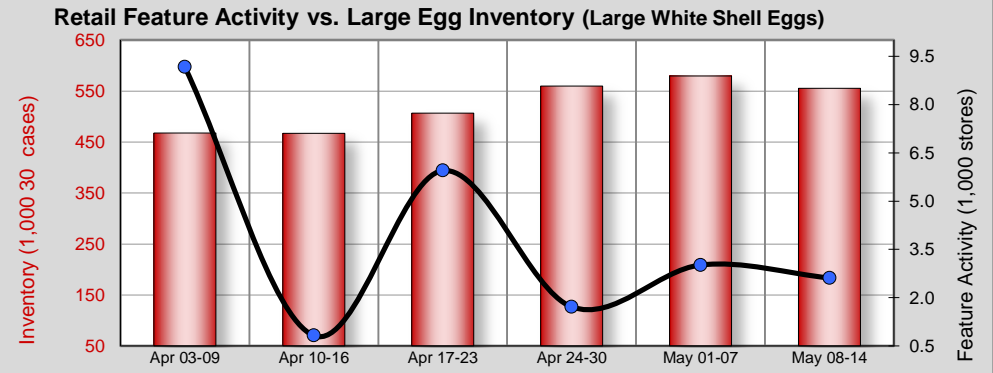
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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